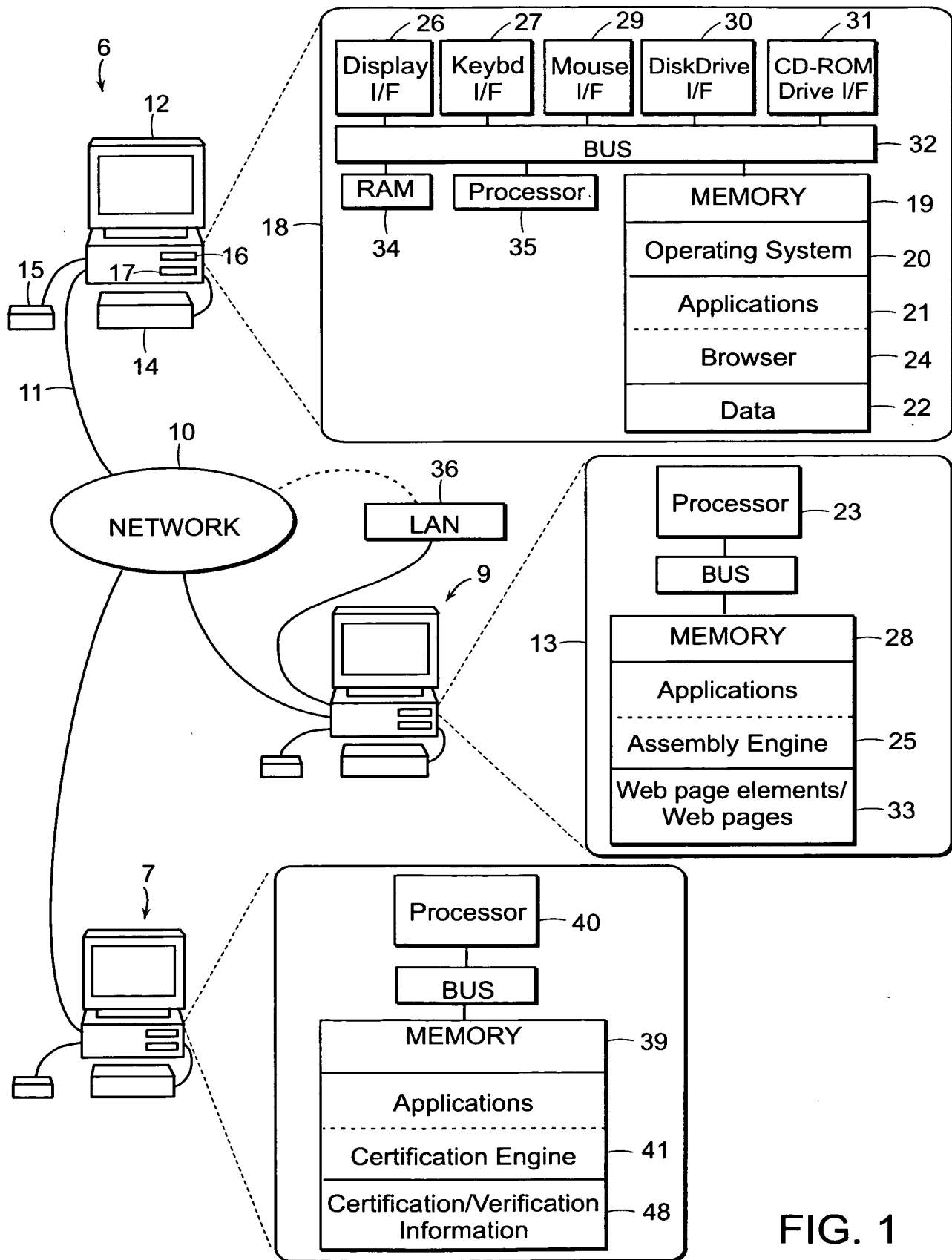




1/10



2/10

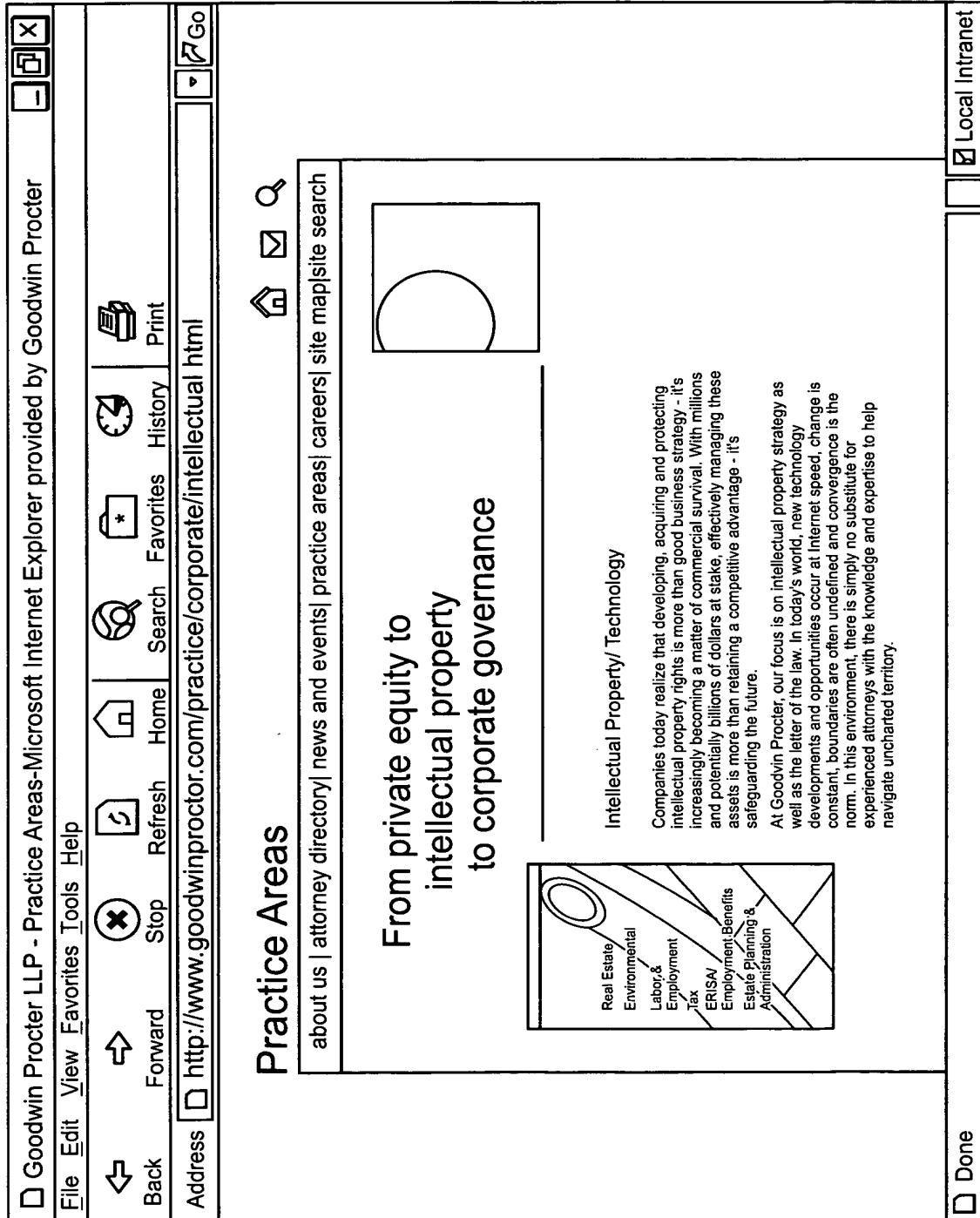


FIG. 2

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Web Site Identity Assurance

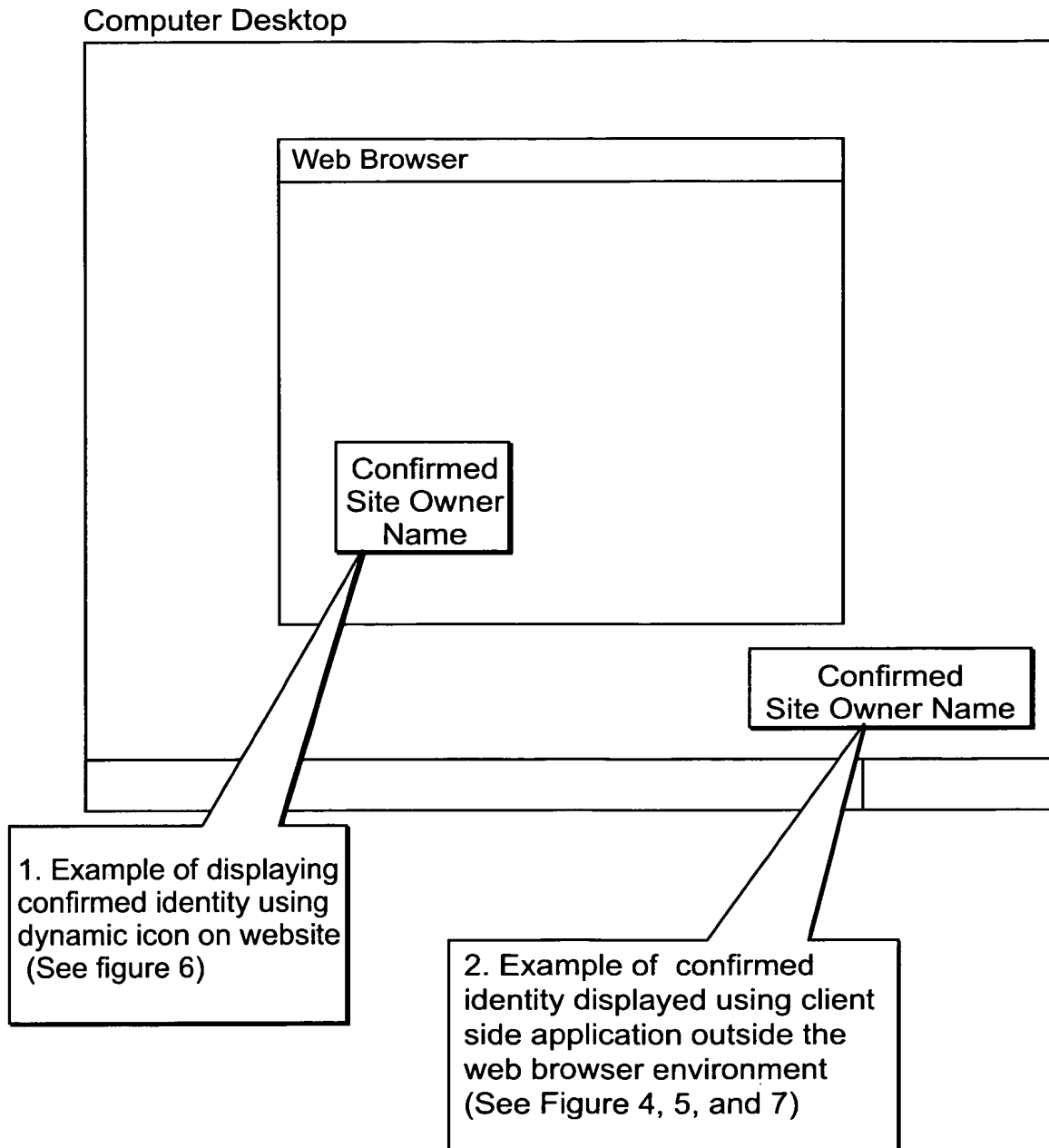


FIG. 3

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Web Site Identity Assurance

Client Application Example- Assuring 3rd Party Server

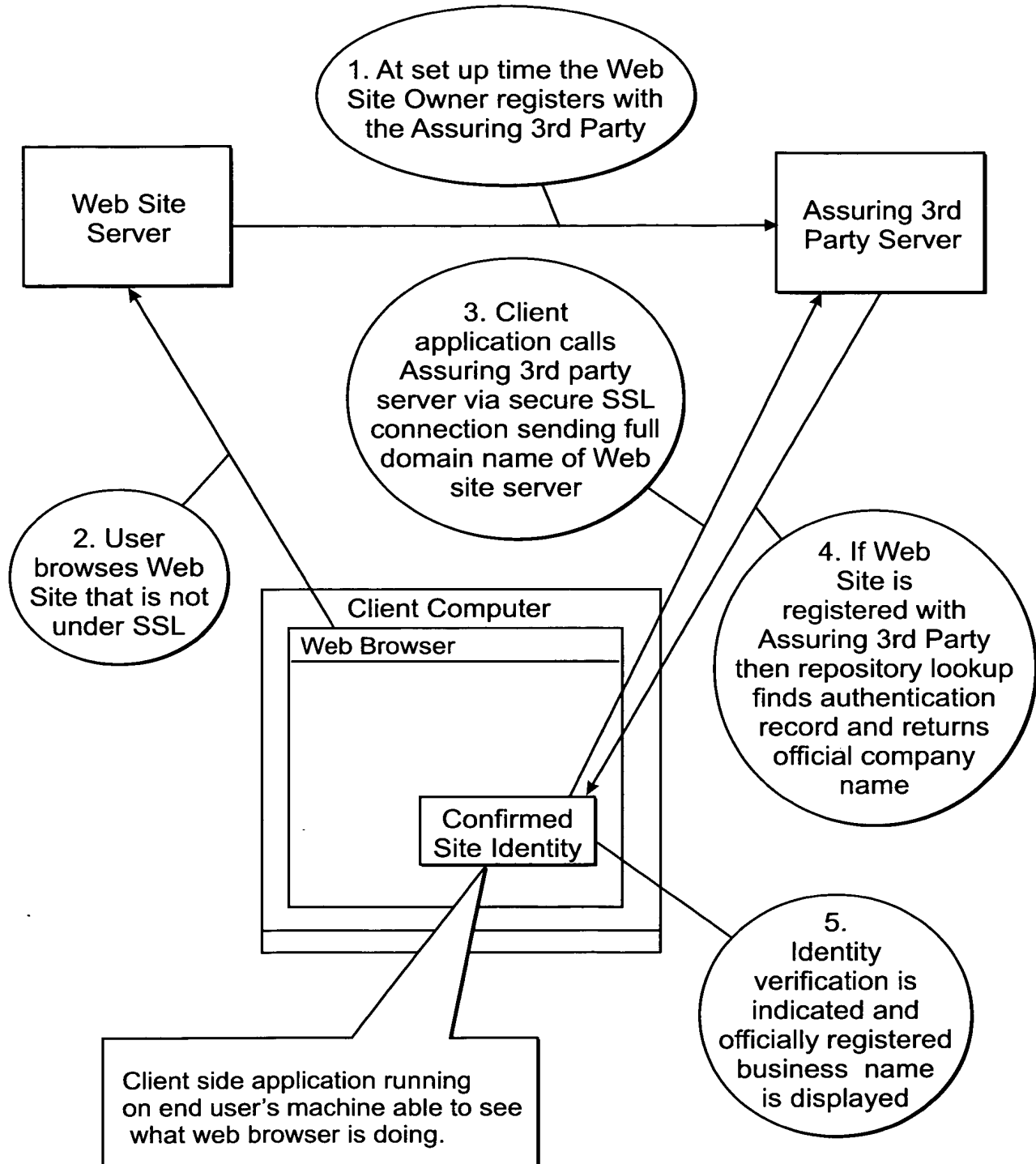


FIG. 4

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Web Site Identity Assurance

Client Application Example - Assurance File on Web Site Server

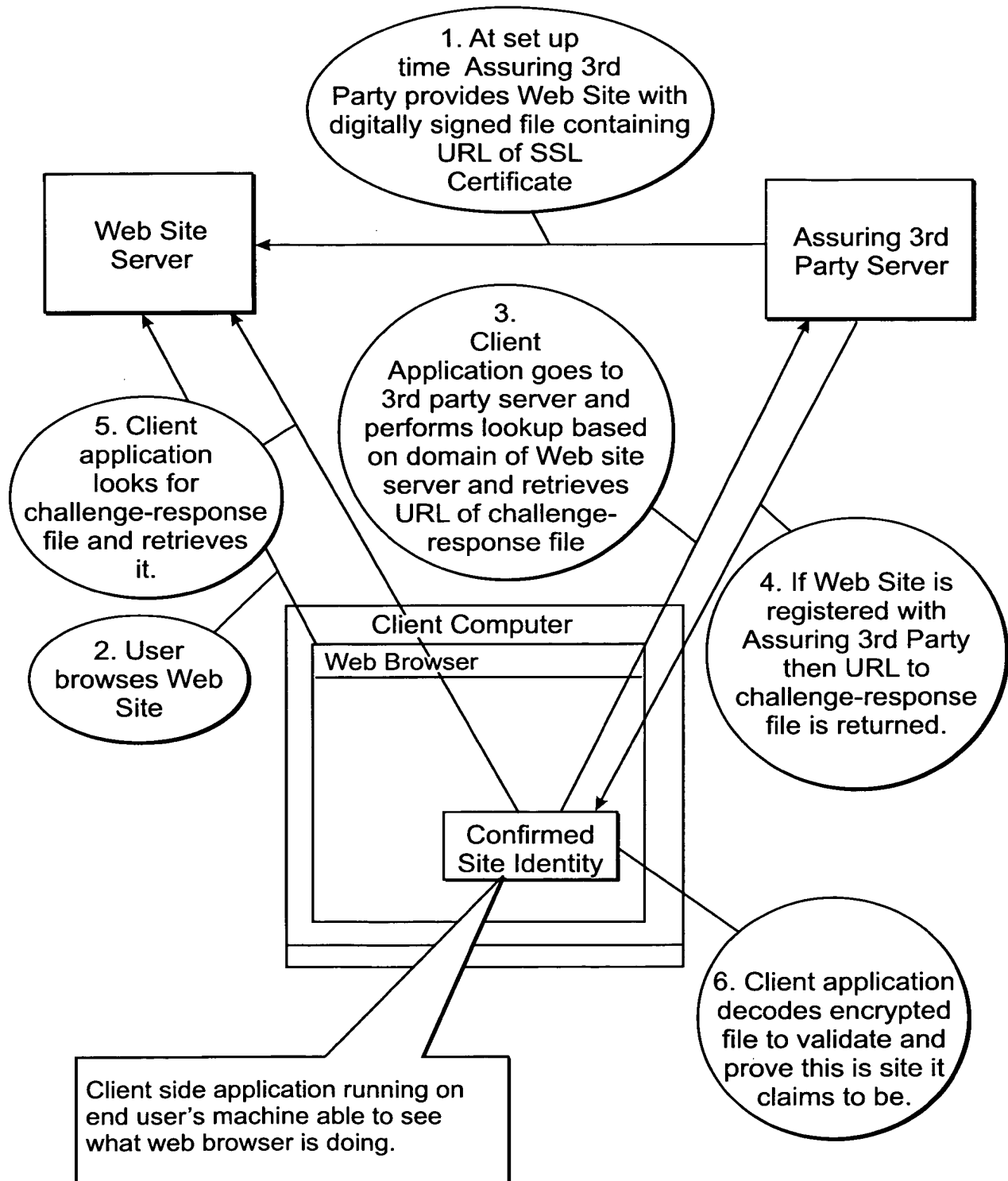


FIG. 5

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Web Site Identity Assurance
Dynamic Icon Example

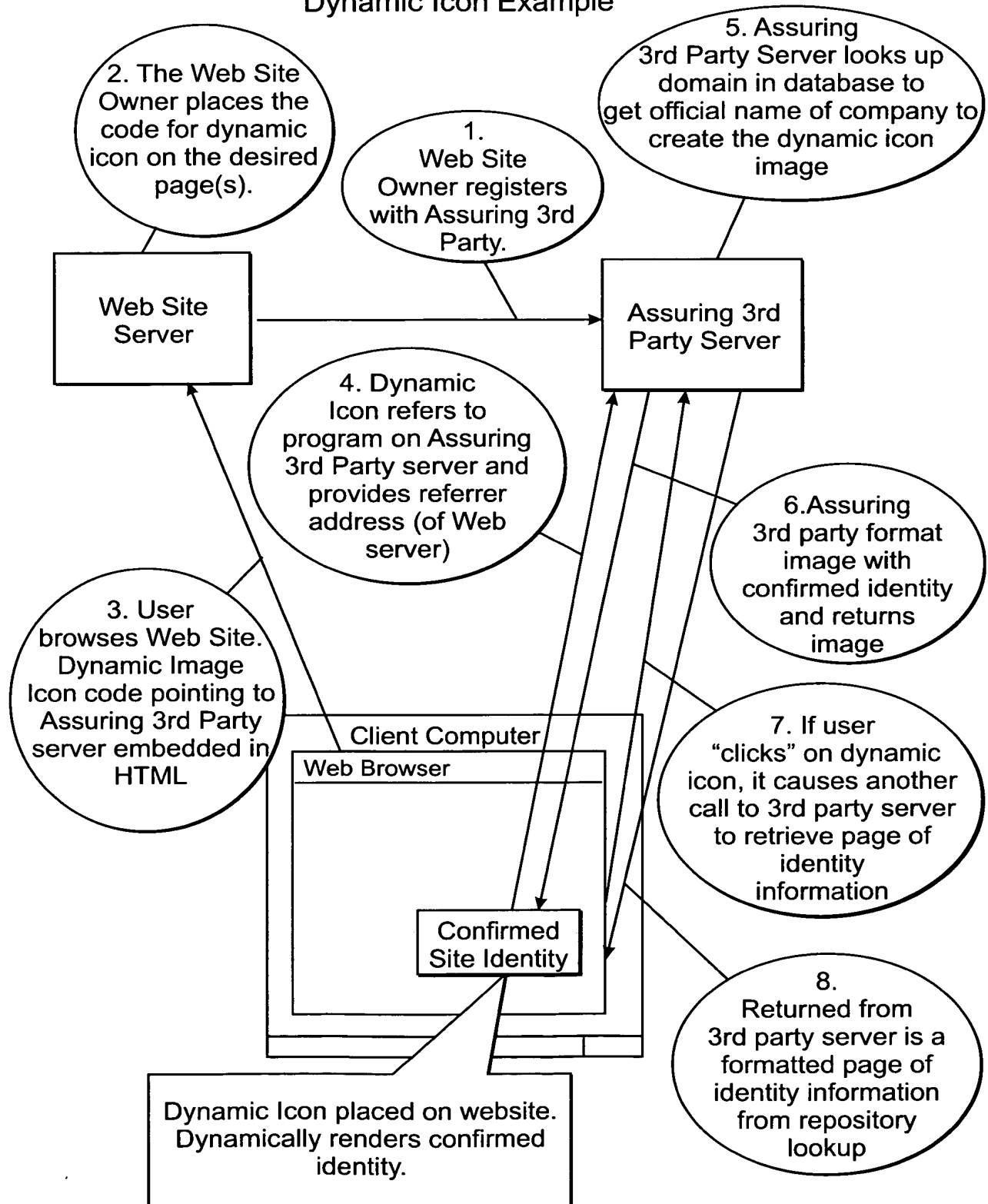


FIG. 6

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Web Site Identity Assurance
SSL Only example

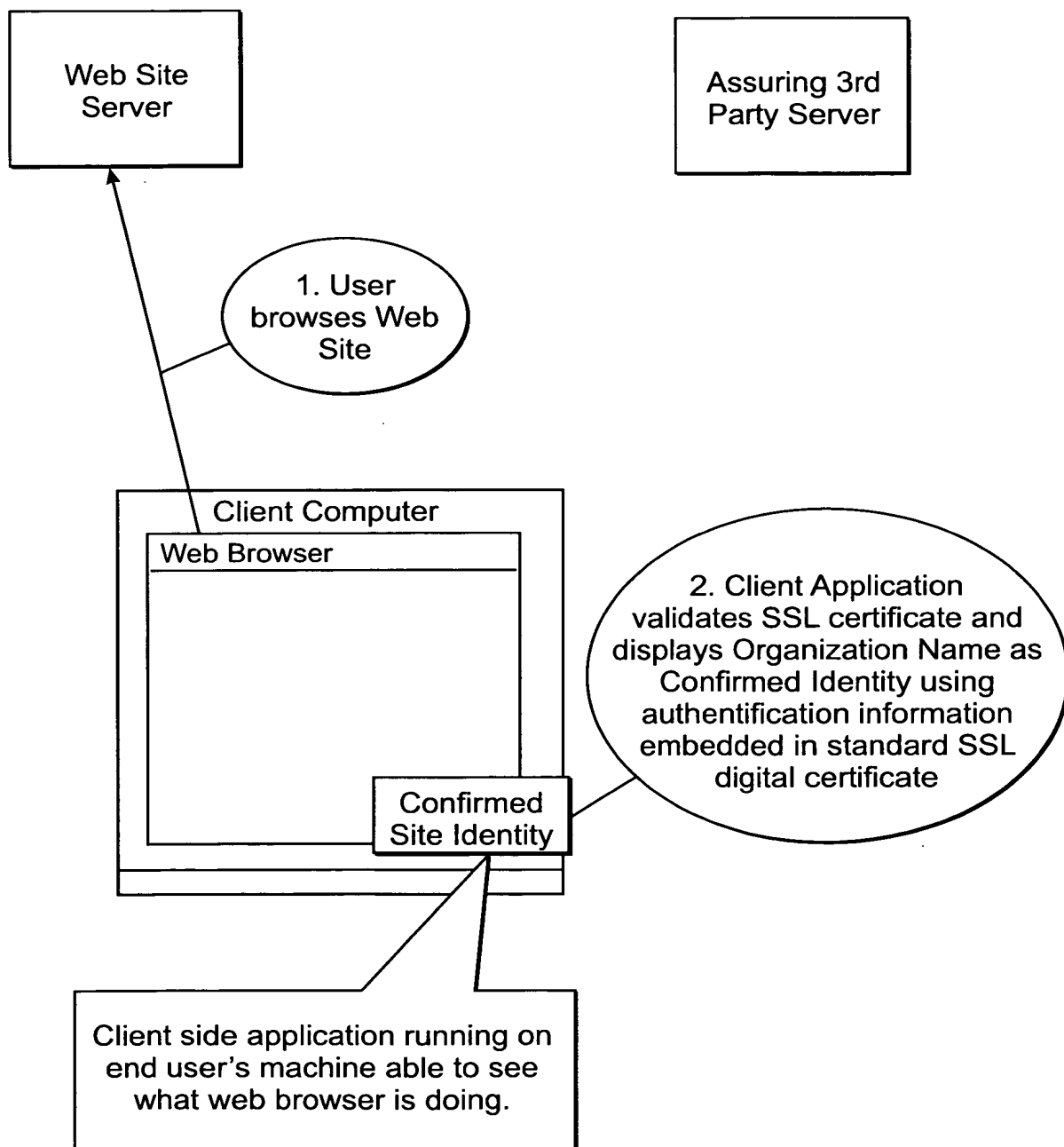


FIG. 7

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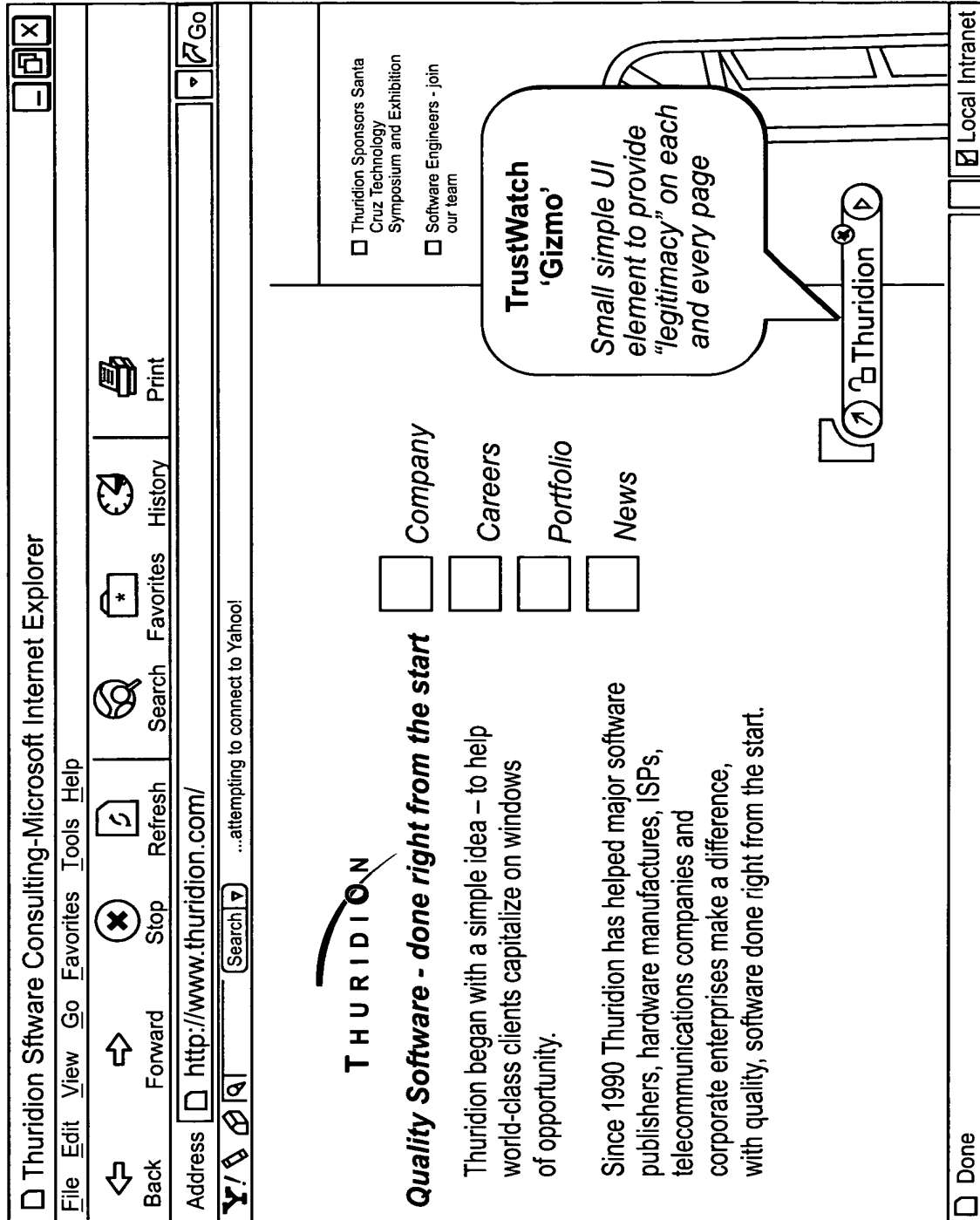


FIG. 8

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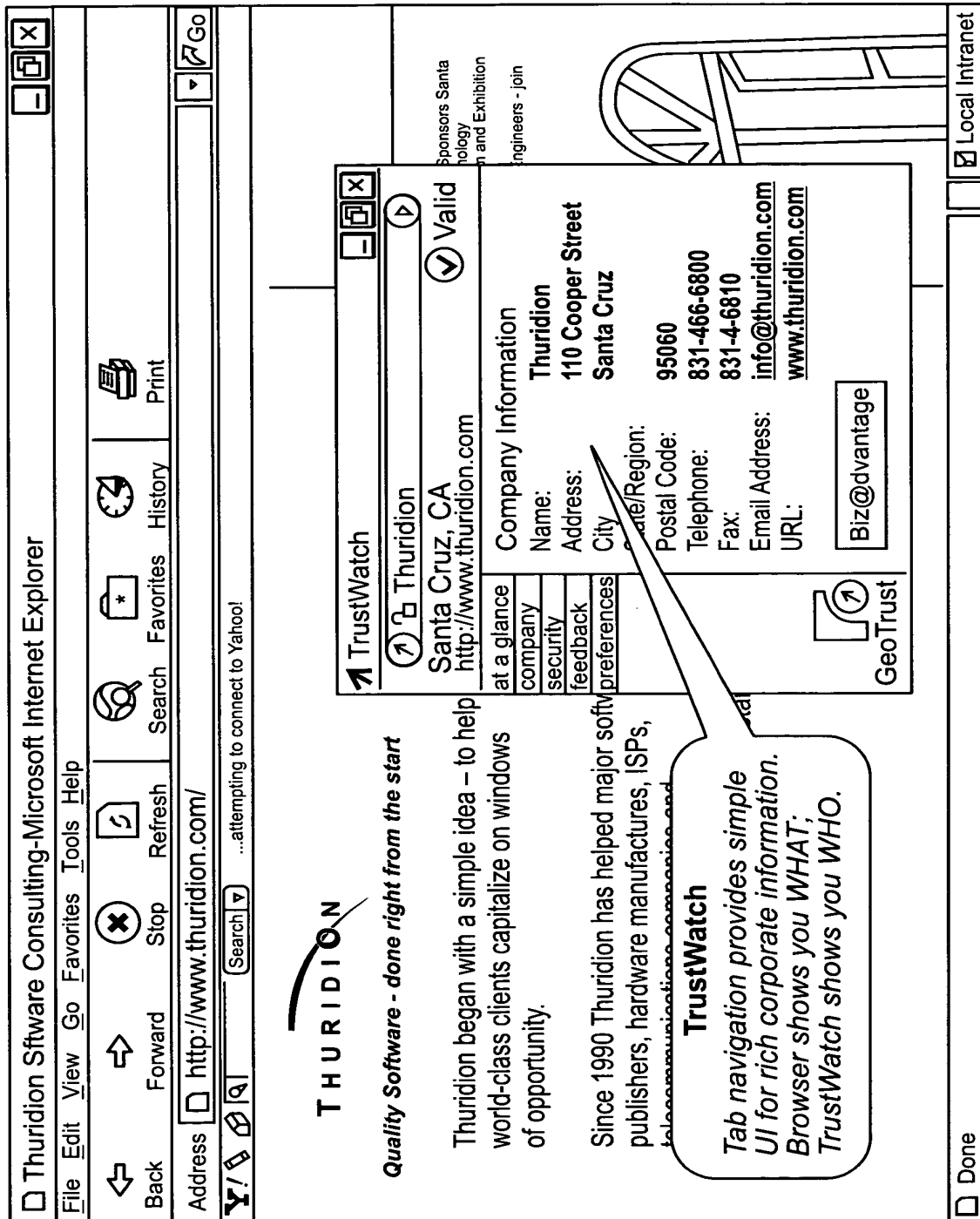


FIG. 9

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TrustWatch - 'Trust at a glance'

□ American Express - Merchant Services-Microsoft Internet Explorer

File Edit View Go Favorites Tools Help

Back Forward Stop Refresh

Address: 5.americanexpress.com/merchant/profile/ecom/getstart/getstart_default.asp? Go

Links Alexa □ Best of the Web □ Channel Guide □ Customize Link □ Free Hotmail □ Internet Start

TrustWatch

Microsoft

Redmond, WA, USA AUTHENTIC

http://www.microsoft.com/train_cert/win2000/oneday

at a glance

Seals

RATINGS

feedback

preferences

credentials

authenticity

profile

Privacy Seals

BBB-Online Child Privacy Yes

BBB-Online Privacy Yes

TRUSTe Child Privacy

TRUSTe Privacy

Security Seals

ICSA True Secure

Reliability Seals

BBB_Online Reliability Yes

Are you aware? Online store-fronts can legally sell your name, e-mail address and just about any other information you have submitted to their website. more>>>

Simple Site

An online brochure is the first step to getting your company and products and services to information resource that is focused solely o

Online brochures range from one-page "bus information to robust corporate sites filled w information

With a simple site, you can reach customers with information about your company 24 hou mailing brochures, saving you time and mon

Additionally, if you need a simple solution to American Express offers an electronic swipe software, like Express Payment.

TrustWatch

Deeper levels of information

Create X

Arrange

Register your domain name

Design your Web site

Create a Privacy Policy

Done

Local Intranet

FIG. 10